

## CONTENTS

### PHILOLOGY

<i>Tschouklina T.Yu.</i> Linguistic means of expressiveness in Russian advertising messages. . . . .	4
<i>Belyaeva L.A.</i> Synthesis of the Core of the Concept ΕΛΕΥΘΕΡΙΑ <i>freedom</i> in the Cypriot-Culture. . .	7
<i>Gaifieva G.R.</i> Dangerous characters of precarious times. . . . .	12
<i>Mingazova L.I.</i> The Role of folklore in Tatar children's literature formation and it's growth in the 20 <sup>th</sup> century. . . . .	15
<i>Sarguzina D.Z.</i> The rhyme of R.Minnullin's lyrics. . . . .	19
<i>Pavlova E.V.</i> From the history of studying of Tatar verb at school. . . . .	23
<i>Gizzatullina L.T.</i> "Compliment" as a necessary component of modern communication. . . . .	27

### LEGAL THEORY

<i>Muljukov F.B.</i> Article 66 RF Criminal Code use in punishment practice for attempted crimes against an individual. . . . .	30
---	----

### PEDAGOGICS

<i>Shakirova L.R.</i> The National University and its educational function. . . . .	35
<i>Strukov E.N.</i> Higher education quality and information system competence of a graduate. . . . .	39
<i>Safin R.R.</i> Development of humanistic problems in pedagogy in late 20 <sup>th</sup> century. . . . .	44
<i>Nigmatullina I.A.</i> Problems and perspectives of professional orientation development in Russia in the frames of the concept "Life-long learning". . . . .	48
<i>Sigal N.G.</i> Theoretical pre-conditions of the information competence development in students. . . . .	52
<i>Kamalova L.A.</i> the study of N.A.Nekrasov's poem "Who lives well in Russia" at school in the context of the Russian folk traditions. . . . .	57
<i>Minullina E.I.</i> The content and methods of moral education of a woman at Aitova's gymnasium on the boundary of the XIX-XX <sup>th</sup> centuries. . . . .	61
<i>Koletvinova N.D.</i> Functional features of the professional intercourse of a teacher. . . . .	66
<i>Svirina L.O.</i> On the communicative approach to a foreign language teaching by a non-speaker. . . . .	70

### DEVELOPMENT ECONOMICS

<i>Gibadullin M.Z.</i> Transformation in the institution of trade fair in capitalism in Russia (based on materials of the province of Kazan). . . . .	74
---	----

### PSYCHOLOGY

<i>Kornienko A.F.</i> Psychological process of E.Mach Effect. . . . .	80
---	----

<b>OUR AUTHORS.</b> . . . . .	83
-------------------------------	----